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O'CONNELLER & BROTHMEYER

THE HONEST PLANT GROWERS

JUDSONIA
ARKANSAS

Largest
Plant Growers
in the State. More
Than 200 Acres Set Out
in the Spring of 1931





KELLOGG'S PREMIER. See page 10

To My Many Friends and Patrons:

The time has again arrived for presenting my fall and spring price list, and we indeed wish to thank those who have been favoring us with their orders for the past 31 years. As their orders are repeated year after year, it is proof that our plants have met their entire expectations.

The plant business is my business and I do claim to be a specialist on the small fruits which are listed in this catalogue.

I know you have confidence in me or you would not continue to repeat your orders each year and I shall not jeopardize that confidence with inferior plants.

Now, to the prospective buyer of plants who has never favored us with an order, let us say—you cannot place your order where you can buy better plants than we are offering you. Our judgment along this line is backed by many years of experience in the strawberry field. Our experience in packing plants for the past thirty-one years assures you that you are getting first class work along this line. The many letters that we have on file, of which we will print a few, is proof that **Waller Brothers'** plants are all that can be expected of anyone.

Again thanking you one and all for the business you have favored us with, and asking a continuance of same, we are,

Yours very truly,
WALLER BROTHERS.

MASTODON

Giant Everbearing

As a spring berry MASTODON produces bigger crops than most common varieties. It is mid-season, ripening its fruit with the Klondike. We have surely been surprised and pleased to see it produce such a wonderful crop in the spring. On account of the high total amount of fruit produced during spring, summer and fall it is especially profitable when grown for sale at roadside markets.

The plants are large, vigorous, heavy crowned and deep rooted. This explains their ability to produce enormous loads of fine fruit. Every plant produces heavily; also the runner plants will often begin blooming and making fruit before taking root.

The berries are large and firm. As a market berry it is far superior to any other everbearing berry. At this writing, October 20th, our plants are loaded with ripe and green berries of a good size and flavor.

Our plants are set on new ground which is on the bank of a creek of



Mastodon Giant Everbearing—Continued

running water the year around. They have not suffered for lack of moisture and as the land is a chocolate sand I can truthfully say I never saw finer rooted plants than these are. Our plants are direct from the originator and better plants can not be had than these we are offering you. Regardless of your past experience with Everbearing strawberries we urge you to give this wonderful new berry a trial. It will amaze you with the tremendous load of fine fruit produced.

We have a very good supply of these plants this time. However, we never have been able to grow anything like enough to fill our orders and for this reason we ask you to send in orders as early as possible that we can book you and reserve the plants until you are ready for them.

We guarantee our Mastodon to be genuine, true to name plants.

General Information

Prices in this folder set aside all former quotations. When ordering plants, use order sheet and write your name and address very plainly.

Payments

Must be made in advance. Either Express or Post Office money order, bank draft or registered letter. Or, if you prefer, we will send your plants C. O. D., provided you send 25 per cent of full value of order.

Our Guarantee

We guarantee our stock true to name, with the understanding that should it prove otherwise we will refund the money or replace it with other stock which is true to name. But under no circumstances, are we liable for more than the first cost of the plants.

Digging Our Plants

Our plants are dug as ordered, nicely trimmed and tied in bunches of 26 and 27 and counted as 25. This insures you of a good count. Plants are packed in light crates with plenty of damp moss, and guaranteed to reach you in good shape, either by mail or express.



GANDY. See page 11

Time of Filling Orders

We will begin filling orders this season October 10th to 15th. For spring delivery, we will ship until April 15th and guarantee safe arrival. After this date they go at your risk. You will not lose anything by sending in your orders early.

Estimate Weight of Plants

It is impossible to give the correct weight of plants, as some varieties are much larger than others, and as spring advances the plants become heavier. Our experience has taught us that it is safe to calculate on from 20 to 25 pounds to the thousand.



AROMA. See page 6

Hardy Plants

Make Success a Certainty

In making your plans for this fall and next spring planting you will without a doubt be very careful to obtain the right kind of plants, for who wants to plant a field of strawberry plants, spending good money cultivating and caring for them, unless he feels sure that the results will be satisfactory.

How are you going to determine whether or not you are getting plants that will give you satisfaction? All men know that a first class plant should be healthy stock and well rooted. But, in selecting a first class plant the grower must have more from which to choose than what the eye alone can see. To be first class in every way, a plant must be GROWN RIGHT, DUG RIGHT, AND PACKED RIGHT.

To be grown right, a plant should be a good, strong, healthy plant, planted in the right kind of soil and have continuous cultivation, with plenty of moisture and sunshine. We have, by using this method, produced a plant that is in every way far superior to the usual run of plants. It goes without question that our soil and climatic conditions produce plants that cannot be surpassed anywhere.

Plants to be dug right. We use a digger made for this purpose, digging deep and getting all of the roots. We also dig the entire row as we go, which insures you that you get a grade of plants that are far ahead of the plants where just the alleys and middles of the rows are dug.

Packed right. We use plenty of good moss in packing our plants and guarantee them to reach you in good condition. Examine them upon arrival and if they are not in good condition heel them in and notify us at once. We will see that you are treated right.



Senator Dunlap

Senator Dunlap

(Per.) A favorite with most Northern growers, and is well known wherever strawberries are grown. It is a great plant maker and for this reason should not be planted too close together as plants will become too thick. Fruit is a bright red, good shipper, and excellent quality, mid season.

Aroma

If you want a good late berry, perfect blooming and sure cropping, get some Aroma, as it is the old standby in late varieties. Has been on the market for a good many years, and still is in great demand. Is a steady producer of big, round, deep red, glossy berries of excellent eating qualities. The skin is tougher than the earlier varieties and the flesh is firm — the characteristics which make it a splendid shipper.

For a late variety, Aroma is unusually mild and sweet. It is a fancy berry in the truest sense of the word, which greatly adds to its marketability at top prices. Home growers delight in its planting and the fruit that the plant bears.

Missionary

A great favorite throughout the state of Florida and a large per cent of Texas. We ship millions of these plants to each of the above named states. Fruit is medium size and very firm, resembling the Aroma in shape and color. A good plant maker and free from rust. Season same as Klondike.

Evening Star

(Per.) In this variety you will find a good, all around late berry. I prefer them to the Gandy, as they are much more productive and are not subject to rust like the Gandy. Their season is the same as Gandy, also the fruit resembles this variety so much that you can scarcely separate them. The plants are large and hold their fruit well off the ground. To the man who is looking for a good late berry, he will find it in this variety.

St. Louis

(Per.) There is only one thing that keeps this berry from taking first place as an extra early berry, and this is that it is too soft. However, we have had many flattering reports from the North, where it seems to do better than in the South. To anyone that is wanting to grow the largest early strawberry for the nearby markets, you need not hunt for anything that will turn down this variety in size or earliness.

Imp. Klondike

(Per.) If there is a better berry than this variety, the people have not found it out. This variety is, without a doubt, more extensively planted than any other one variety, especially throughout the South. Plants are very hardy, and will withstand the dry, hot weather as well as any.

We have more than fifty acres in this variety alone, and would be glad to have you figure with us on large orders. We are in a position to fill your orders, large or small, and at the same time with as good plants as money can buy. Write us for prices on large lots.

Excelsior

(Per.) An old variety that leads them all for earliness, and one that has stood the test for more than twenty years. Berries are of a dark red color, medium in size. Plant growth good.

Lady Thompson

(Per.) This berry at one time had the lead in all Southern states and it still is grown very extensively. One very important reason for this is that the berry is a good drouth resister.

See them in the box,
the NEW BLAKE-
MORE





WALLER BROS'. PACKING HOUSE. ONLY A FEW BLOCKS FROM MISSOURI PACIFIC DEPOT
Highway 67

Fall Planting

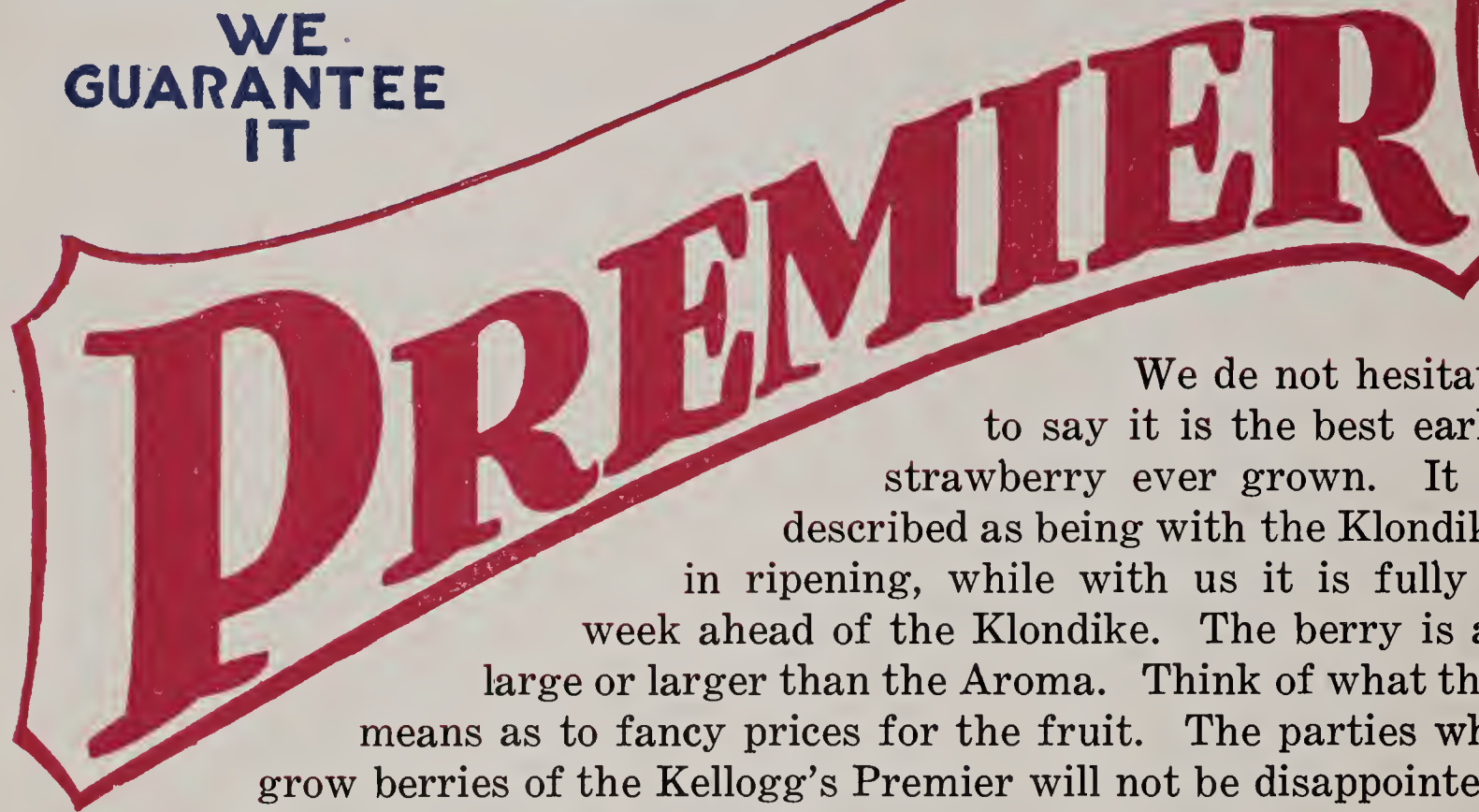
I have been selling plants for fall setting for several years and my business has grown beyond expectations. I find that fall setting is growing in favor with a great many growers. Personally I think it is a good thing, especially if you are growing them for "hill culture." You can set them in October and November and get your crop next spring and you have saved a whole year of expense hoeing, cultivating and pulling out weeds and grass. On the other hand, if you are growing them under the matted row system, if you set them in the fall you will have them set and out of the way when you spring work is rushing you. Besides you are sure of a good stand and when they start off in the spring they will have longer to grow, which insures a heavy matted row of strong plants ready for next year's crop.



Showing the Productiveness of Our Plants

The Most Popular Berry Ever Introduced~

**WE
GUARANTEE
IT**



PREMIER

We do not hesitate to say it is the best early strawberry ever grown. It is described as being with the Klondike in ripening, while with us it is fully a week ahead of the Klondike. The berry is as large or larger than the Aroma. Think of what this means as to fancy prices for the fruit. The parties who grow berries of the Kellogg's Premier will not be disappointed, but rather delighted. Description as follows: Premier is the ideal early strawberry; in fact, the best extra early variety ever introduced. Its fruit is large, beautiful in color, excellent in quality and delicious in flavor. Growers have long wanted a berry of this kind. There is big money in early strawberries, especially with a variety like the Premier, that is large in size, big in yield and delicious in flavor. I do not see how another thing can be added to this variety. Plant Premier in your garden and they will provide your table with big delicious berries early in the season. Their flavor is unsurpassed whether eaten fresh or preserved for winter use. We guarantee this berry to please you and we urge you to give it a trial.

Dr. Burrill

Dr. Burrill is an improved Senator Dunlap, and was originated by Dr. Reasoner of Illinois, who originated the famous Senator Dunlap. It is a cross of Senator Dunlap and Crescent, both being wonderful producers. This new berry is the biggest cropper of all strawberries. Berries are very large and uniform in size and shape.

This great new variety is a strong fertilizer, and its seasons of blossoming and fruiting are extra long. It ripens in mid-season. Dr. Burrill stands the drouth best of all the varieties, owing to its wonderful root system. Foliage is large, of a beautiful dark green, and very hardy and healthy. With its extra long strong roots, heavy crowns and healthy foliage, it is able to produce its wonderful crop of fruit every season. Berries are very dark red in color, and are of the very best quality.

RED~GOLD

The Sugar-Flavored Strawberry

The Variety with a "Wild Strawberry" Flavor. A new, early variety that seems to have taken the country by storm during the past year or two. A wonderful plant maker with a strong, deep growing root system, that is claimed to withstand more drought and frost conditions than any other strawberry grown.

The fruit stems are exceptionally large, measuring 10 to 15 inches long, or more than double the size of Senator Dunlap, and carrying an average of three times as many berries to the stem.

The berries are of distinctive shapes, holding their size to the end of the long, thirty-day fruiting season. They are firm and meaty, with flesh tender and melting, filled with sweetness, and a real old-fashioned wild strawberry flavor. Color is a bright, glossy red, making them especially attractive when marketed.

Forty-three berries, buds and blossoms have been counted on a single fruit stem, with eleven stems on the one plant, the tallest measuring 15½ inches, and so strong and sturdy as to hold the large berries well up from the ground, making picking a pleasure.

We guarantee to furnish customers with true-to-name Red Gold, and you'll find our price far more attractive than that commonly asked elsewhere for plants no better. We suggest that you order Red Gold early, as our supply is limited this season.

Lady Corneille

This wonderful strawberry represents a rare combination of qualities. Especially for the state of California. The plants are unusually healthy, thrifty and strong. The variety is remarkably resistant to rust and leaf spot. The roots strike deeply into the soil. It is a good plant maker. The fruit is of a large size, rich glossy color with bright golden seed which gives the berries a wonderful appearance.

Gandy

(Per.) Originated by Mr. Gandy of Pennsylvania more than thirty years ago, and is yet being planted extensively. This variety does better when planted with some other late berry. The Aroma is a good variety to plant with them.

Why Pay

FOR P

IT DOESN'T PAY to buy plants from the fellow that wants you to pay him several dollars per thousand extra for plants that are "Selected Strain" or some such "Class" that are supposed to be superior to others in every way. I select the planting stock for my farm as carefully as anyone and possibly more particular, but the secret is that by carefully selecting my planting stock, and using only the best mother plants, I can get more plants per acre, and thus raise and sell them cheaper, instead of higher. Anybody that grows plants of any kind selects the planting stock with care if he stays in the business long, and this selection means **LOWER PRICE** instead of higher price. The extra charge is just easy money for the man who gets it.



THE NEW BLAKEMORE

The Blakemore strawberry originated from a cross of the Missionary X Howard 17 or Kellogg's Premier. It comes highly recommended by the Department of Agriculture, Washington, D. C.

The Blakemore is a tarty berry of the Missionary type with foliage more resistant to disease than either parent plant. According to the Department of Agriculture. It is a finer berry than either parent, but inherits its firmness from the

High Prices

PLANTS



RE STRAWBERRY

Missionary. In hot, moist weather it does not puff and become soft as do the Howard. Berries of the new variety are of a bright red color, which is derived from the Howard and unlike most varieties does not turn dark on holding, which makes this variety a great favorite. Like the Missionary it grows well during the short days of winter and spring in the south. They say 90 per cent of the fruit will number one grade.

IT DOESN'T PAY to buy plants from the fellow who has everything for sale from berry plants to brood sows, because he cannot give enough of his time to any one department of his business to run it right. If you buy berry plants, buy from a specialist. If you buy trees, buy from a tree specialist. If you buy ornamentals, buy from an ornamental and landscape specialist. Then you will get service that only a specialist can give you, because there is nothing on his mind but the one thing that he has for sale, and you will get better graded stock, more true-to-name stock, and get it at a lower price, because he does not have to carry a surplus of a thousand and one varieties, and sell at a margin big enough to include left-overs. I grow berry plants only, and that is my work the year around, and I am right here with the "Berries" from January 1st to December 31st, so send your order early this Spring, and write at any time. I will be glad to hear from you.

Big Late

If the blossoms were perfect and a little more hardy, Big Late would be equal to Premier in all respects. Foliage strong and vigorous and the berries are the glossiest and prettiest of any variety we ever saw. Plants are tremendously productive and the berries unsurpassed. For growers who know how to handle imperfect varieties we doubt if any late variety will prove more profitable, not even Chesapeake or Aroma.

In setting this variety you must set some perfect flowering variety with it. Aroma or Evening Star are good, and you should set two rows each.

Progressive Everbearing

This variety was once the leading Everbearing. While at this time MASTODON is far superior. Fruit is dark red, medium size and good flavor.

Champion K

See illustration on page 23.

Here is one of the best early strawberries we know of. When we say early we mean that it is early and only a few days behind the Excelsior, which is the earliest strawberry grown. The fruit is as large as Klondike and a good shipper. Fruit stems are extra large, has plenty of good strong foliage to shade the great load of fruit. We have never grown a more promising early berry than this one and can truthfully say we like it better each season. We could have sold hundreds of thousands of these plants last season had we had them. You will not be disappointed in this great early strawberry.

Highland Townsite & Farms

HARRY K. JOHNSON TRUST, Owners

Phone Preston 1511

612 Petroleum Bldg.

HOUSTON, TEXAS

October 3, 1930.

Waller Bros., Judsonia, Ark.

Gentlemen:—

I think it is due you that we state that the plants received from you last year were in better condition and the business all together handled more satisfactorily than with any other parties from whom we bought plants.

Of the 10,000,000 plants shipped us, we have the highest praise, as they were strong plants and arrived in the very best condition.

Yours very truly,

HARRY K. JOHNSON TRUST,

Harry K. Johnson, Trustee.

PRICE LIST OF STRAWBERRY PLANTS

| | 100 Postpaid | 250 Not paid | 500 Not paid | 1,000 Not paid | 5,000 Not paid |
|-------------------------|-----------------|-----------------|-----------------|-------------------|-------------------|
| Imp. Klondike | \$.75 | \$1.00 | \$1.50 | \$2.50 | \$12.00 |
| Missionary | .75 | 1.00 | 1.50 | 2.50 | 12.00 |
| Excelsior | .75 | 1.00 | 1.50 | 2.50 | 12.00 |
| Senator Dunlap | .75 | 1.00 | 1.50 | 2.50 | 12.00 |
| Champion K. | .75 | 1.25 | 1.75 | 3.00 | 14.00 |
| Lady Thompson | .75 | 1.25 | 1.75 | 3.00 | 14.00 |
| Dr. Burrill | .75 | 1.00 | 1.75 | 2.75 | 12.50 |
| Aroma | .75 | 1.25 | 1.75 | 3.00 | 14.00 |
| Gandy | .75 | 1.25 | 1.75 | 3.00 | 14.00 |
| Big Late | .75 | 1.25 | 1.75 | 3.00 | 14.00 |
| Evening Star | .75 | 1.25 | 1.75 | 3.00 | 14.00 |
| St. Louis | 1.00 | 1.25 | 2.25 | 4.00 | 19.00 |
| Kellogg's Premier | 1.00 | 1.25 | 2.25 | 4.00 | 19.00 |
| Lady Corneill | 1.00 | 1.25 | 2.25 | 4.00 | 19.00 |
| Blakemore | 1.00 | 1.25 | 2.25 | 4.00 | 17.00 |
| Red Gold | 1.25 | 1.75 | 3.00 | 5.50 | |

EVERBEARING

| | | | | | |
|-------------------|--------|--------|--------|--------|---------|
| Progressive | \$1.25 | \$1.75 | \$3.00 | \$5.50 | \$25.00 |
| Mastodon | 1.50 | 3.00 | 5.00 | 9.00 | 40.00 |

Lakeland, Fla., Feb. 18, 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: How about strawberry plants? Hope you were not in the drouth district and that you will have plenty of plants. I bought 2,000 Missionary from you about a year ago from which I raised the finest lot of plants for fall setting that I have ever raised and now have 2½ acres from which I am getting the largest berries I have ever had and the finest in this section of the country. Now it might interest you to know that the yield from Feb. 2d to Feb. 17th has been 1,442 quarts and that in spite of some very cool, rainy weather. Please let me know when your plants are ready to take up and the price of same.

Yours very truly,
W. S. I.



RED GOLD. See page 11

Beaumont, Texas,
Sept. 11th, 1930,

O. C. Waller & Brothers,
Judsonia, Ark.

Gentlemen: About three years ago I purchased 50,000 strawberry plants from you. The plants were very satisfactory and I want you to book me for the earliest date 12,500 Missionary. If I can get ground prepared I expect to make my order read 50,000 again.
Very truly yours,
J.D.H.

Metropolis, Ill.,
March 27th,
1931.

Waller Bros.,
Judsonia, Ark.

Gentlemen: The 17,000 strawberry plants came through in fine shape. We are well pleased with them. Thanks for the prompt service.

Yours very truly,
R.W.A.

Columbia, Mo., March 4th, 1931.

Waller Bros.,
Judsonia, Ark.

Gentlemen: I am enclosing an order for 2,000 strawberry plants. Enclosed find check to cover. I can get plants from Maryland for \$3.00 per thousand, but prefer sending to you as I have ordered many times before and your plants have always given the best of satisfaction. Yours very truly,
E. E. A.

Monrovia, Calif., Dec. 2d, 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: Please send to my address the following: 15,000 Missionary and 10,000 Imp. Klondike. Check enclosed. Have been ordering my plants from you for the past five years. Have always found them extra good. Yours very truly,
U. Y.



DR. BURRILL. See page 10



The New Youngberry

This is a grand new fruit; one we think it will pay you to try. They are hummers. They have made yields of 20,000 pints to the acre in California, and have made big yields in Alabama and Georgia. We have fruited them this last spring on a small scale and we find them very fine.

Berries run about an inch long; are of purple color and have a very fine flavor. When you eat them you think you have a nice, ripe Red Raspberry instead of a dewberry. The vines grow very robust and make vines from 10 to 20 feet long in a season and are very hardy.

We have reports where they have withstood 20 below zero in the North.

The one planting will last a lifetime. You need not set every few years, but cut out dead wood each year and next season pick another big crop of fine fruit. We have never told our patrons to plant anything if we did not consider it a good buy. We think enough of this berry to have set out eight acres of them, and we expect to increase our planting this coming spring.

Don't fail to set at least a few of them.

Season is in June with us; just a few weeks after the strawberry crop comes off.

In south Alabama they have cleared from \$550.00 to \$650.00 per acre from them. In California, as high as \$1,000.00 per acre.

Better try them and get in on the ground floor. We price them in lots from one dozen up to 1,000. We hope to have your orders. Youngberry plants, postpaid: dozen, \$1.50; 50, \$5.00; 100, \$8.00. By express collect: 500, \$27.50; 1,000, \$50.00.

Cultivation of the Youngberry is no more difficult than any other vining berry. Best results are obtained by planting six or seven feet apart in rows and with rows about eight feet apart. A two-wire trellis four feet high will be covered when one year old. Only a moderate amount of moisture is necessary for a successful growth.



Picture Taken July 15, 1931, with crew at work. Look at picture No. 5 which is the same taken 15 days later. See the wonderful growth these plants have made. In this block of fifty acres we have twelve varieties.

TESTIMONIALS WHICH SPEAK FOR THEMSELVES

Tabor, N. C., Feb. 14th, 1931.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Your letter of the 11th received. Five years ago you shipped me the best Klondike plants I ever received and they are yet the best in this part of the country.

Yours very truly,
M. C. S.

Corpus Christi, Texas, July 4th, 1931.

Mr. O. C. Waller,
Judsonia, Ark.

My Dear Sir: You may sometimes wonder how your plants fruit with me. Last November 15th I planted 1,000 Klondike. First picking Feb. 15th. Last picking May 15th, total of two thousand pints, selling at 15c to 30c. Total cost picking \$45.00; cost of plants and work growing them \$50.00. Planted in rows 24 inches apart, plants set 10 inches apart in the drill, so I have a little less than one half acre from which I received \$300.00 net. I will want 20,000 plants for this fall.

Yours very truly,
R. C. A.

Locust Grove, Okla., Jan. 12th, 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: Some 20 years ago when I lived in Missouri I used your plants. Later moved to Oklahoma, took up other work. Really had forgotten your name, but by no means the quality of the plants. Let us have prices on what you now have to offer.

Yours very truly,
J. M. A.

Borden, Ind., April 24th, 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: All of the 800,000 Aroma plants have been delivered and all the growers as well as the County Agents are well pleased with your plants. I can truthfully say the plants received were the best lot of plants I have ever bought and they were certainly packed good, the plants showed no signs of heating and the leaves were not even wilted. I have not had one single complaint of any short count and that has saved me much trouble. Again thanking you for the good plants, the service rendered us and assuring you that when again in the market for plants we will know where to get the best grown.

Yours very truly,
G. W. M.



Picture No. 5. No Better Plants at Any Price

McAllen, Texas, March 3d, 1931.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: I am asking if you have Aroma plants this season. If so, please ship at once 2,000. You will remember I bought 30,000 from you last fall and they were fine plants. I have been selling berries for the past 60 days. I am sure I will want a large amount for this fall.

Yours very truly,
L. L. D.

Chino, Calif., January 9th, 1931.

Mr. O. C. Waller,
Judsonia, Ark.

My Dear Sir: Please send to me the following strawberry plants at once: 19,000 Missionary, 6,000 Klondike and 8,000 Aroma. Check enclosed. Thanks very much for the good plants you have been sending us for the past three years.

Yours very truly,
K. A.

Metropolis, Ill., March 27th, 1931.

Waller Bros.,
Judsonia, Ark.

Gentlemen: The 17,000 strawberry plants came through in fine shape. We are well pleased with them. Thanks for the prompt service.

Yours very truly,
R. W. A.

El Monte, Calif., March 13th, 1931.

Waller Brothers,
Judsonia, Ark.

My Dear Sir: The last shipment of Klondike shipped me last month were very fine plants and I wish you would ship at once 10,000 more of the Improved Klondike.

Yours very truly,
Z. N.

Highlands, Texas, March 30th, 1931.

O. C. Waller & Bros.
Judsonia, Ark.

Gentlemen: Enclosed find check as pay for the following plants: 2,000 Missionary and 500 Mastodon. I wish to say the 20,000 Missionary bought of you last year were the best plants I have ever used. They arrived in excellent condition and I feel confident the above order will be likewise.

Yours truly,
C. L. S.

Corkery, Mo., March 30th, 1931.

Waller Bros.,
Judsonia, Ark.

Gentlemen: Please ship the following order for Aroma plants at once. I get better plants from your company than any I have ever bought from.

Yours very truly,
F. B.



This picture was taken August 1, 1931. A block of our New Ground Missionary.

Metropolis, Ill., March 10th, 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: We received our order for plants the other day and they are so satisfactory that we are now giving you another order for 10,000 Aroma to be shipped immediately.

Yours very truly,
E. A. B.

Cape Girardeau, Mo., May 11th, 1931.

O. C. Waller & Brothers,
Judsonia, Ark.

Gentlemen: Enclosed is our check \$101.42, the balance due for plants ordered. Our dealings with you this season have been very satisfactory. Your plants have been all that you claim of them. More than 40 growers received plants from you this season, and all are well pleased. We will keep you in mind for another season.

Yours very truly,
C. F. & V. G.

Treazevant, Tenn., April 21st, 1931.

O. C. Waller & Bros.
Judsonia, Ark.

Gentlemen: Enclosed you will find check for \$42.50 for which send Imp. Klondike. It looks like this will be the last order for this season, which makes our orders read more than 300,000 plants for the season. Am glad to say every one is pleased with the plants. Should we be in need of plants another year will let you hear from us, as it has been a pleasure to deal with you.

Yours very truly,
J. H.

Dover, Fla., April 6th, 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: I received the plants O. K. and have them all set out. I have been planting strawberries for more than ten years and the plants were the finest I have ever received, without exception. I wish to thank you for the way you handled my order.

Yours very truly, J. A. D.

Sikeston, Mo., March 16th., 1931.

Waller Brothers,
Judsonia, Ark.

Gentlemen: I received the plants ordered of you; also the ones ordered from another nursery, which I paid a much higher price for. I find your plants to be equally as good as the higher priced plants and should I ever need any more plants you will get the order.

Yours very truly, R. H. M.

Order No.

O. C. Waller & Bros.

JUDSONIA, ARKANSAS

Long Distance Phone 17B

Date of Order.....

Ship When

| | | |
|---------------|--|--|
| Cash Received | | |
| C. O. D. | | |
| Charge | | |
| Total | | |

Express

☐

Mail

☐

Freight

☐

Ship To

Post Office

Street or Box No.....

Express Office.....State.....

| Quantity Ordered | Date Shipped | Name of Plants |
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Please write below the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog. Will greatly appreciate any names you may send us.

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If a New Customer kindly mark an (X) in square. ☐
If sold out, shall we substitute something
just as good or return your money? Ans.....

Strawberry Gardens

You can have delicious strawberries in your own garden for less than 2c per quart.

Why pay a big price for strawberries when you can pick them fresh from your own vines every day to supply your table and to can. Utilize that empty space in your back yard and know the satisfaction and pleasure of a strawberry garden of your own. No experience required and very little work.

Then if you have more fruit than you can use, why not sell the surplus to neighbors and passing motorists, or your nearest grocery and make a nice little profit on your own investment. We have selected the very best varieties we have listed and you will not be disappointed in choosing any one of these numbers—they are all good.

WALLER'S OWN CHOICE STRAWBERRY COLLECTION NO. 1

This collection is large enough for the average family use and will give you strawberries during the entire season.

50 Excelsior, 50 Blakemore, 50 Aroma. All postpaid.....**\$1.25**

STRAWBERRY COLLECTION NO 2

With this collection you will have plenty of berries for the table and some for canning purposes.

100 Kellogg's Premier, 100 Blakemore, 100 Aroma, postpaid.....**\$2.50**

COLLECTION NO. 3

With this one you get the Mastodon Everbearing.
50 Kellogg's Premier, 50 Blakemore, 50 Aroma, 50 Mastodon, postpaid....**\$2.00**

COLLECTION NO. 4

Here is a mighty good list of varieties for any northern Garden.
100 Kellogg's Premier, 100 Dr. Burrill, 100 Aroma, postpaid.....**\$2.50**

COLLECTION NO. 5

Plenty of plants in this list to make all the strawberries you want for the table and lots of them for the groceryman.

100 Blakemore, 100 Senator Dunlap, 100 Big Late, 100 Aroma, 100 Kellogg's Premier, postpaid**\$3.50**

COLLECTION NO. 6

In the collection you have plenty of plants from which to make you a good profit and all varieties are adapted to most strawberry growing sections.

250 Dr. Burrill, 250 Blakemore, 250 Kellogg's Premier, 250 Aroma, postpaid**\$4.50**



Champion K

See Description, page 14

Something to Think About. Get These Facts Straight

Thirty years of my life have been spent growing strawberries and shipping plants. WALLER BROTHERS have reached their present position through thirty years of hard work, sticking to one job all the time and doing that job thoroughly. Look the whole world over and you will find no better plants than those grown by WALLER BROTHERS. That's a pretty strong statement, but every order proves each word of it.

AND NOW THE PRICE. It would be an extremely penny wise and pound foolish policy to spend your money for something of less value, in order to save the very few dollars difference in price. THINK IT OVER.

When better strawberry plants are grown, WALLER BROTHERS will be growing them

WALLACE-HOMESTEAD COMPANY, DES MOINES, IOWA

Waller Bros.
Largest
Plant
Growers
in
the
Southwest



More Than
50,000,000
New Ground
Berry Plants
For Sale
This
Season



Missionary